Exhibit 18

Omnibus Mao Declaration

MATERIALS SOUGHT TO BE FILED UNDER SEAL

Retention Controls Comprehension

go/default-retention-findings2

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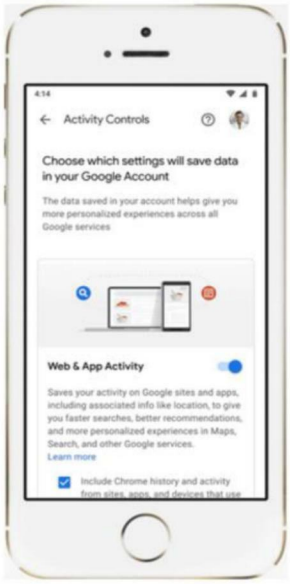
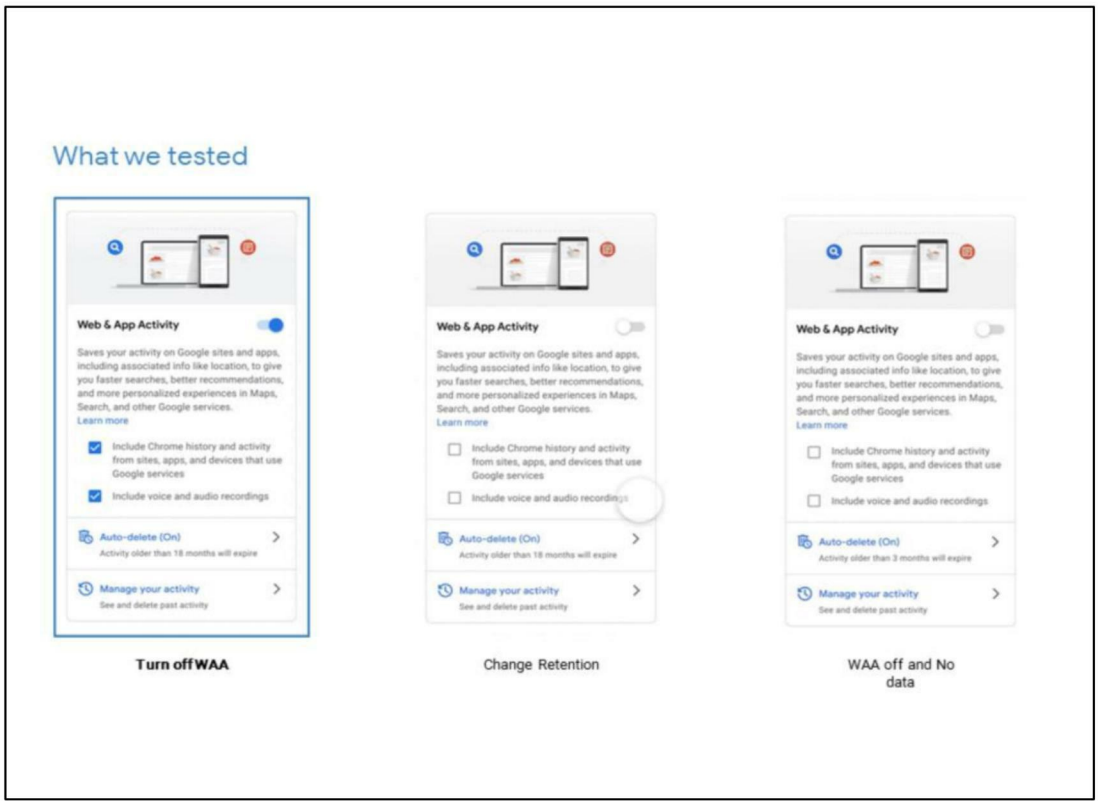
Default Retention in Settings UI

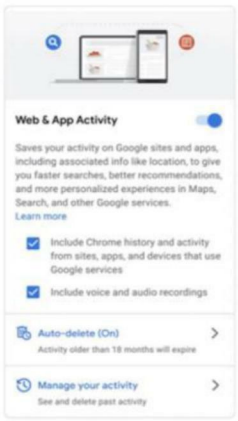
In past research we have seen that showing retention controls on the Activity Controls page makes user more aware of this function and gives them more sense of control over their data. (Retention in Setting UI Research)

In this study we want to get an understanding of users' mental model of the control hierarchy and see if users have correct understanding of the relationship between the different controls on the page (collection on/off, DR on/off).

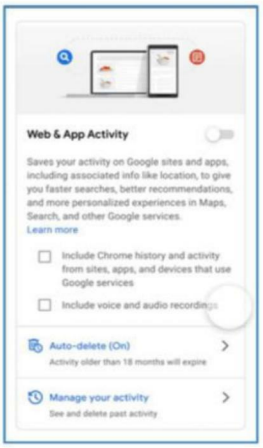



What we tested
Web & App Activity
Saves your activity on Google sites and apps, including associated info like location, to give you faster searches, better recommendations, and more personalized experiences in Maps, Search, and other Google services.
Learn more
Include Chrome history and activity from sites, apps, and devices that use Google services
Include voice and audio recordings
Auto-delete (On)
Activity older than 18 months will expire
Manage your activity
See and delete past activity
Turn off WAA
Change Retention
WAA off and No data

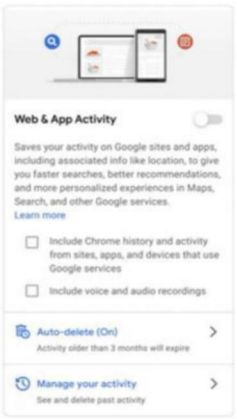
What we tested



Turn off WAA

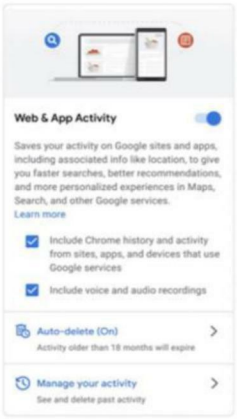


Change Retention

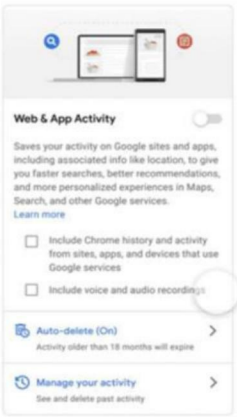


WAA off and No data

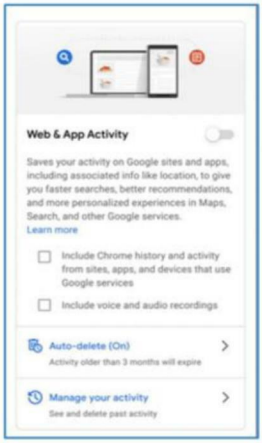
What we tested



Turn of WAA



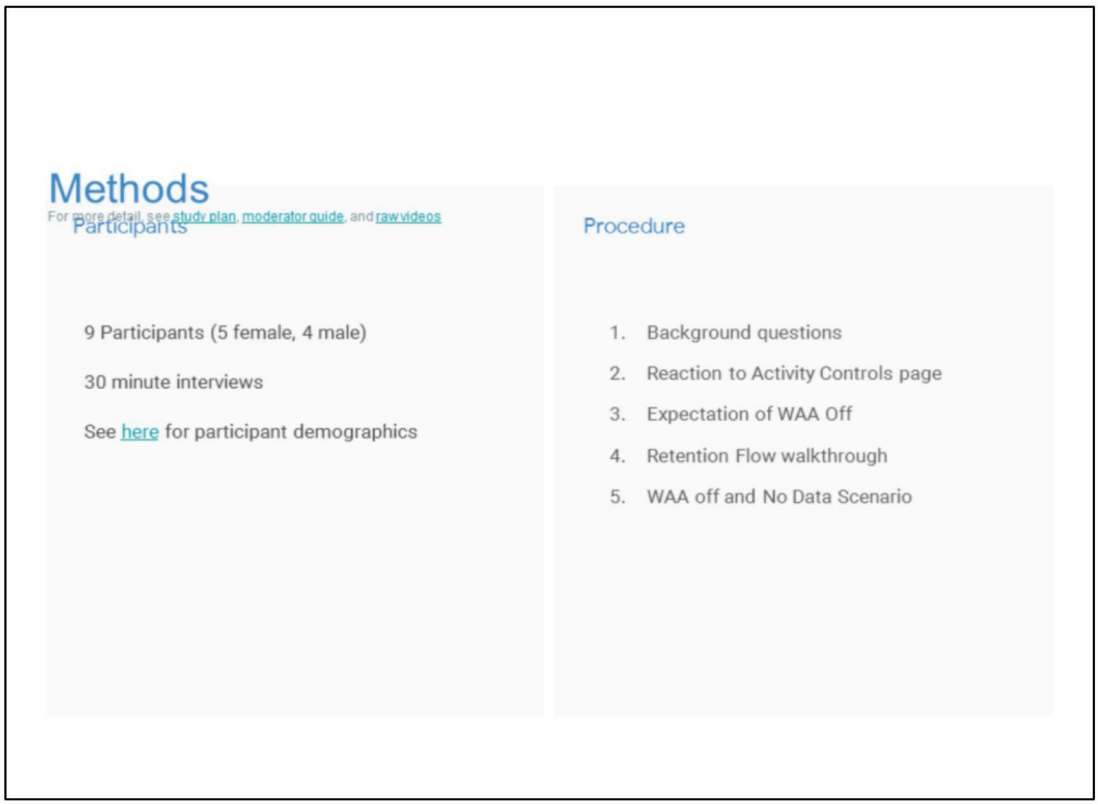
Change Retention



WAA off and No data

Research Questions

1. **WAA**: What do users expect turning WAA off to mean
   a. How do they expect that to affect other functionalities?
2. **WAA Off and Retention**: What are users' expectations around retention when turning off WAA?
   a. Do they understand what happens to existing data?
3. **Retention flow**: What are users' pain point when setting/changing retention?
   a. Do they think they have enough information to make a choice.
   b. Do users understand how changing auto-delete will impact their data?
4. **WAA Off and no data**: Does the page clearly communicate to users when they don't have data?
   a. Do users expect Auto-delete and Manage Activity to be disabled or enabled when there's no data?


Methods
For more detail, see study plan, moderator guide, and raw videos
Participants
9 Participants (5 female, 4 male)
30 minute interviews
See here for participant demographics
Procedure
1. Background questions
2. Reaction to Activity Controls page
3. Expectation of WAA Off
4. Retention Flow walkthrough
5. WAA off and No Data Scenario

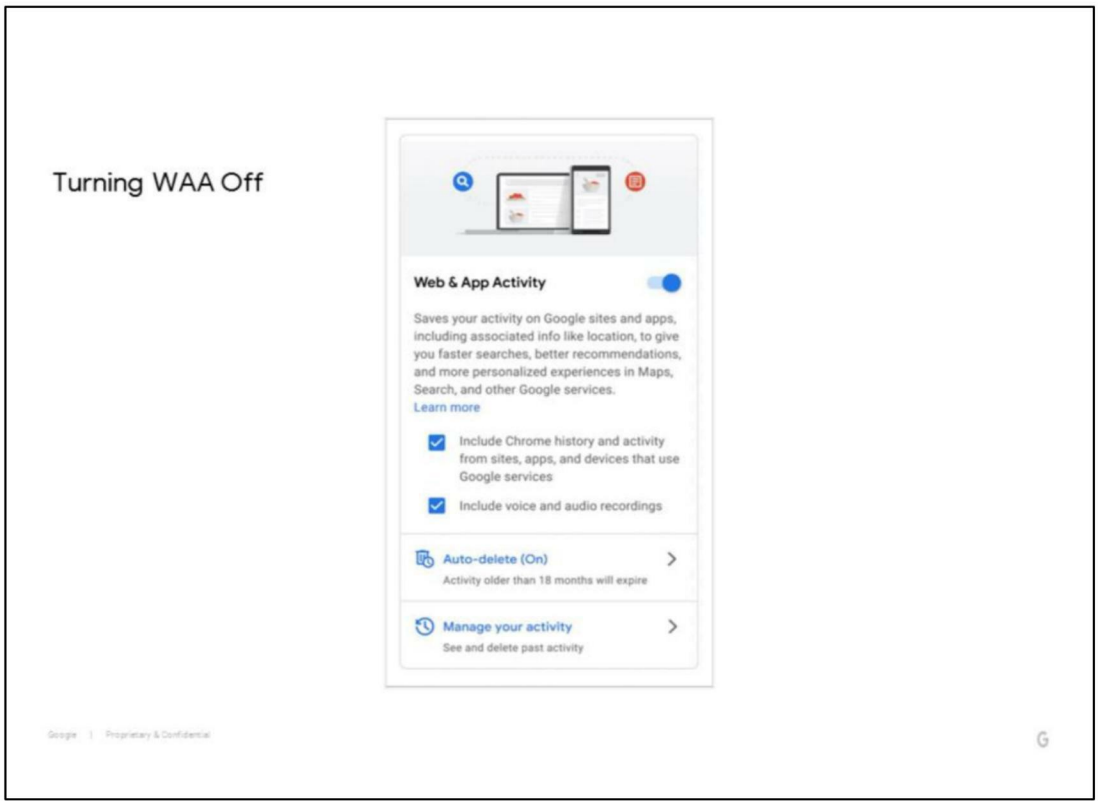
Findings Summary

Overall Reaction to Activity Controls:

1. At first glance participants easily noticed the main functionalities available on the Activity Controls page
2. What type of data Web and App activity includes was a big question for many participants
3. Participants desired an easy way to access their activity controls and were not sure how they could do that today.

Controls Comprehension:

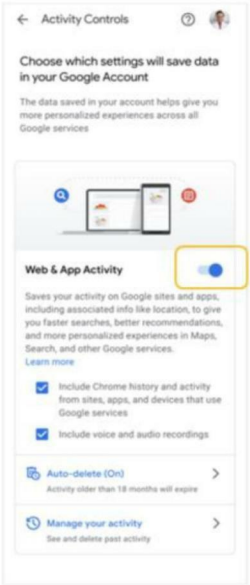
1. **WAA Toggle Off:**
   a. All participants expected turning WAA toggle off to stop saving their activity
   b. Half of the participants expected Auto-delete and Manage activity to no longer be available when toggle is off
2. **WAA Off + AD:**
   a. Overall some participants had difficulty understanding the relationship between WAA Off and the auto-delete function
3. **Auto-delete flow:**
   a. Participants found the auto-delete flow to be clear and straightforward over all
   b. Some questions regarding choices offered and what data was being auto-deleted did come up
4. **WAA Off + No Activity:**
   a. Participant found Auto-delete enabled when they had no activity to be confusing and unintuitive
   b. All participants preferred the auto-delete disabled design because it clearly communicated that they no longer had activity



I'm pretty familiar with going to my account and deleting information I dont wat and turning things on and off. and I normally go about once a month and clear my history.

Turning WAA Off

All participants expected turning off toggle to stop their activity from being saved

*"I would assume that whatever data was pumping out from like me using web browser **would no longer be recorded** assuming I actually trusted that Google won't save anything." - P4*

*"It will **stop giving google permission to store my activity.** It would kind of be similar to incognito mode. It wouldn't be saving all that stuff so that I wouldn't get customized ads." - P1*